

DECLARATION FOR PATENT APPLICATION

As a below-named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled **METHOD, ALGORITHM AND COMPUTER PROGRAM FOR TARGETING MESSAGES INCLUDING ADVERTISEMENTS IN AN INTERACTIVE MEASURABLE MEDIUM** the specification of which

(check one) ☒ is attached hereto.

☐ was filed on _____
Application Serial No. _____
and was amended on _____
(if applicable)

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose to the Patent Office all information known to me to be material to patentability as defined in 37 C.F.R. 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

| Prior Foreign Application(s) | | | Priority Claimed |
|------------------------------|-----------|------------------------|--|
| (Number) | (Country) | (Day/Month/Year Filed) | <input type="checkbox"/> Yes <input type="checkbox"/> No |

I hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose to the Patent Office all information known to me to be material to patentability as defined in 37 C.F.R. 1.56 which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

| | | |
|-----------------------------------|------------------------|-------------------|
| _____ (Application Serial No.) | _____ (Filing Date) | _____ (Status) |
| _____ (Application Serial No.) | _____ (Filing Date) | _____ (Status) |

I hereby claim the benefit under Title 35, United States Code, §119(e) of any United States provisional applications listed below:

| | |
|-----------------------------------|------------------------|
| _____ (Application Serial No.) | _____ (Filing Date) |
| _____ (Application Serial No.) | _____ (Filing Date) |

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Title 18, United States Code, §1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of first
joint inventor SANJAY RANKA
Inventor's signature: *Sanjay Ranka*
Date: 11/28/01
Residence: Cupertino, California
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Full name of second
joint inventor E. DIANE CHANG
Inventor's signature: *Diane Chang*
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Full name of third
joint inventor DANIEL VEINER
Inventor's signature: *D. Veiner*
Date: 11/29/01
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File No. A-70646/RMA

1032082

POWER OF ATTORNEY BY ASSIGNEE

To the Commissioner of Patents and Trademarks:

The undersigned assignee of the entire interest in application for letters patent filed concurrently herewith for **METHOD, ALGORITHM AND COMPUTER PROGRAM FOR TARGETING MESSAGES INCLUDING ADVERTISEMENTS IN AN INTERACTIVE MEASURABLE MEDIUM** and having the named inventors Sanjay Ranka, E. Diane Chang and Daniel Veiner, hereby appoints the following attorneys to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith; said appointment to be to the exclusion of the inventor(s) and his (their) attorney(s) in accordance with the provisions of 37 C.F.R. 1.32: Harold C. Hohbach, Reg. No. 17,757; Aldo J. Test, Reg. No. 18,048; Donald N. MacIntosh, Reg. No. 20,316; Edward S. Wright, Reg. No. 24,903; David J. Brezner, Reg. No. 24,774; Robert B. Chickering, Reg. No. 24,286; Richard F. Trecartin, Reg. No. 31,801; Michael A. Kaufman, Reg. No. 32,988; Edward N. Bachand, Reg. No. 37,085; R. Michael Ananian, Reg. No. 35,050; Robin M. Silva, Reg. No. 38,304; Maria S. Swiatek, Reg. No. 37,244; provided that if any one of said attorneys ceases being affiliated with the law firm of Flehr Hohbach Test, Albritton & Herbert, LLP as partner, employee or of counsel, such attorney's appointment as attorney and all powers derived therefrom shall terminate on the date such attorney ceases being so affiliated.

In accordance with 37 CFR 3.73 the assignee hereby certifies that the evidentiary documents with respect to its ownership have been reviewed and that, to the best of assignee's knowledge and belief, title is in the assignee seeking to take this action.

Direct all telephone calls to R. Michael Ananian at (415) 781-1989

Address all correspondence to:

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Date:

11/28/2001

Assignee: PARAMARK, INC.

By: SANJAY RANKA

(typed name)

Signature: Sanjay Ranka

Title: Chief Technical Officer

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